



January 21, 2014

**NOTICE OF PUBLIC HEARING  
TO CONSIDER CONTINUATION OF THE  
CALIFORNIA APPLE COMMISSION**

**TO ALL INTERESTED PARTIES:**

The California Department of Food and Agriculture (Department) is calling a public hearing to receive comments from California apple producers and the general public on whether the operation of the California Apple Commission should be continued. Pursuant to Section 75651 of the California Food and Agricultural Code, the Department is required to conduct such a hearing every five years to determine if the Commission is fulfilling its declared purposes. The last public hearing regarding the continuation of the Commission was conducted in 2009.

The California Apple Commission is a State marketing program that conducts promotion and export market development, scientific research, and educational activities relating to California's apple industry. These activities are funded by mandatory assessments levied upon all California apple producers with an annual production of more than 40,000 pounds.

The public hearing is scheduled as follows:

Date / Time	Location
Thursday February 20, 2014 Beginning at 10:00 a.m.	San Joaquin County - Robert J. Cabral Agricultural Center Calaveras Classroom 2101 E. Earhart Avenue, Ste. 200 Stockton, California 95206

**HEARING PROCEDURE**

All affected California apple producers and other interested persons are invited to participate in this hearing. At the hearing, a panel composed of Department staff will receive testimony and evidence, both oral and documentary, regarding the following:

1. The production, economic, and marketing conditions affecting the apple industry of this state;
2. Whether the California Apple Commission tends to effectuate the declared purposes and attain the declared objectives for which it was established;
3. Whether the California Apple Commission furthers the interests of the residents of California.

(over)



Additionally, written comments submitted to the Department's Marketing Branch by Tuesday, February 18, 2014 will be accepted and entered into the hearing record. Please send all such correspondence to the attention of Joe Monson at the mailing address listed on the front side of this notice or by email to: [joe.monson@cdfa.ca.gov](mailto:joe.monson@cdfa.ca.gov).

The hearing transcript, written comments, and evidence submitted will be considered by the Department in determining if the California Apple Commission will be authorized to continue. If the hearing record documents that the Commission is fulfilling its declared purposes, the Department may authorize the Commission to operate for another five years without the need for an industry referendum. However, if the Department finds from the hearing record that a substantial question exists as to whether the Commission is fulfilling its declared purposes, the Department will conduct a vote of affected apple producers to determine if the Commission should be continued.

#### HEARING PREPARATION

At the hearings, supporters of the California Apple Commission should provide testimony that communicates why they believe the Commission should be continued. Conversely, those who oppose the continuation of the Commission should provide testimony that substantiates their concerns. In preparing testimony, witnesses may wish to consider the following questions:

- Has the California apple industry benefited from the activities funded by the California Apple Commission? If yes, please explain how. If no, please explain why not.
- What are the most significant accomplishments of the Commission over the last five years?
- What problems, if any, would the industry face in the absence of a mandatory industry-funded program?
- Does the general public benefit from the activities of the California Apple Commission? If yes, please explain how. If no, please explain why not.
- Have assessment monies been spent wisely, efficiently and according to the authority granted to the Commission?
- Are there ways that the Commission could be improved?

If you have questions regarding this hearing or the California Apple Commission, please call Alex Ott, Executive Director of the California Apple Commission, at (559) 225-3000 or Joe Monson with the Department's Marketing Branch at (916) 900-5018.

Sincerely,



Robert Maxie, Chief  
Marketing Branch